Brand Trend
Total U.S. - Months
Database as of NOV 1993

TOT UNITED STATES
US VOL SHIP Shr

	12mm	3mm		
PHILIP MORRIS	42.06	43.20		
P.M. PREMIUM	31.62	34.48		
P.M. DISCOUNT CAT	10.44	8.73		
P.M. BRANDED DISCOUNT	2.61	2.42		
PM TOT DEEP DISCOUNT	7.78	6.27	10.40	8.69
TOT PRIVATE LABEL PM	2.61	1.71		
TOT BLACK&WHITE PM	5.17	4.56	7.78	6.27
PM Discount < PL	7.82	7.02		
TOT PRIVATE LABEL PM	2.61	1.71	10.44	8.73
PM Discount < PL SOC	**27.35**	**26.70**		
TOT PRIVATE LABEL PM SOC	**34.60**	**26.57**		
TOT BRANDED DISCOUNT	11.90	11.62		
TOT DEEP DISCOUNT	23.98	20.84		
TOT PREMIUM	63.85	67.28		
TOT DISCOUNT CATEGORY	36.15	32.72		
TOT PRIVATE LABEL LIG	0.80	0.87		
TOT PRIVATE LABEL PM	2.61	1.71		
TOT PRIVATE LABEL RJR	2.93	2.61		
TOT BLACK&WHITE ATC	1.21	1.24		
ATC TOT DEEP DISCOUNT	1.21	1.24		
Total PL	7.55	6.44		
Tot Disc < PL	28.60	26.28	36.15	32.72

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Source: https://www.industrydocuments.ucsf.edu/docs/pqcy0004